The quickest way on to the shortlist...

. . . your entry in Computerworld's 1994 New Zealand Computer Industry Directory.

Distributed to major information technology decision makers in New Zealand and internationally.

1994 COMPUTER IN

Make sure you're listed in Computerworld's 1994 Nev
New Zealand's most comprehensive single source of t
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decision makers. Guaranteed distribution of 10,000 c
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DIRECTORY LISTING OPTION

FREE LISTING

which includes:

- Company name
- Head office postal address
- Phone and fax numbers

Digital Distributors Limited
P O Box 6813, Wellesley St, Auckland. 2nd
Ph 0-9-377 9902, Fax 0-9-377 4604.

EXPANDED LISTING

This entitles you to automatically be included in the following sections, each of which will be cross-referenced:

- Company Index
- Products & Services Index
- Brands & Agencies Index

Details include:

- Company name
- Physical address
- Postal address
- Phone and fax numbers
- Key personnel
- Products and services
- Brands and agencies

Digital Distributors Limited
P O Box 6813, Wellesley St, Auckland. 2nd Floor, 15 Augustus Tce, Parnell, Auckland. Ph 0-9-377 9902, Fax 0-9-377 4604.
Key Personnel
Managing Director: Martin Graeme
General Manager: Robert Taylor
Products & Services. Laser printers, scanners, graphics cards, accelerator boards, OCR software, optical storage devices, document management software, custom software development.
Brands & Agencies. Grafika, Megaline, Hi-Spot, Docutext, Imperial Technologies, Micro Imaging Systems, Microline Software, Inc.

ENHANCED EXPANDED LISTING

Can include:

- Company logo
- Branch address, phone and fax details
- A Company Statement of up to 200 words outlining company philosophy and amplifying key aspects of your products, services, brands and agencies.

DDL
Digital Distributors

Digital Distributors Limited
P O Box 6813, Wellesley St, Auckland. 2nd Floor, 15 Augustus Tce, Parnell, Auckland. Ph 0-9-377 9902, Fax 0-9-377 4604.
Key Personnel
Managing Director: Martin Graeme
General Manager: Robert Taylor
Branches
P O Box 6142, Te Aro, Wellington. 2nd Floor, 68 Ghuznee Street. Ph 0-4-384 9664. Fax 0-4-384 2131
Products & Services. Laser printers, scanners, graphics cards, accelerator boards, OCR software, optical storage devices, document management software, custom software development.
Brands & Agencies. Grafika, Megaline, Hi-Spot, Docutext, Imperial Technologies, Micro Imaging Systems, Microline Software, Inc.
Company Statement. Digital Distribu
New Z
200 words
facturers in this field.
Docutext is used on some of the world's leading publications including Time, The Economist and Vogue magazines.

- *COMPANY LOGO*
- *COMPANY NAME . . . in bold face*
- *KEY PERSONNEL*
- *BRANCHES — optional listing*
- *PRODUCTS & SERVICES — indexed and cross-referenced*
- *BRANDS & AGENCIES — also indexed and cross referenced. Master agencies highlighted.*
- *COMPANY STATEMENT — up to 200 words to amplify your philosophy, key strengths, key products and services.*

DUSTRY DIRECTORY

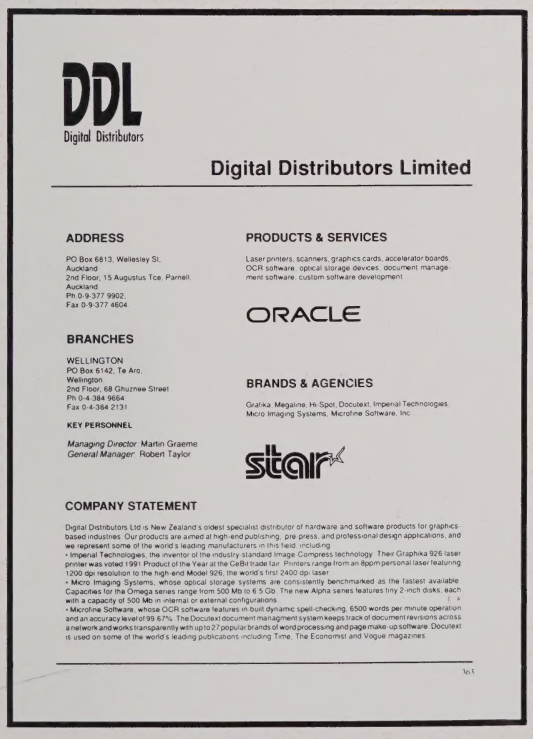
Zealand Computer Industry Directory. It is
siness information for computer and communication
l deskside reference for information technology
ies to key IDG subscribers with complimentary
Trade Offices and IDG's international database, plus
nber 1993, for 1994 edition.

FEATURE PAGE LISTING

A complete page solely devoted to your organisation's strengths, which also entitles you to a complimentary Expanded Listing:

Feature Page listings can include:

- Expanded company information
- Company logos
- Product logos
- Key personnel



DDL
Digital Distributors

Digital Distributors Limited

ADDRESS

PO Box 6813, Wellesley St.
Auckland
2nd Floor, 15 Augustus Tce, Parnell.
Auckland
Ph 0-9-377 9902.
Fax 0-9-377 4604

BRANCHES

WELLINGTON
PO Box 6142, Te Aro
Wellington
2nd Floor, 68 Ghuznee Street
Ph 0-4-384 9664
Fax 0-4-384 2131

KEY PERSONNEL

Managing Director: Martin Graeme
General Manager: Robert Taylor

PRODUCTS & SERVICES

Laser printers, scanners, graphics cards, accelerator boards, OCR software, optical storage devices, document management software, custom software development.

ORACLE

BRANDS & AGENCIES

Grafika, Megaline, Hi-Spot, Doculext, Imperial Technologies, Micro Imaging Systems, Microfine Software, Inc.

star

COMPANY STATEMENT

Digital Distributors Ltd is New Zealand's oldest specialist distributor of hardware and software products for graphics-based industries. Our products are aimed at high-end publishing, pre-press, and professional design applications, and we represent some of the world's leading manufacturers in this field, including:

• Imperial Technologies, the inventor of the industry standard Image Compress technology. Their Graphika 926 laser printer was voted 1991 Product of the Year at the CeBit trade fair. Printers range from an 8ppm personal laser featuring 1200 dpi resolution to the high-end Model 926, the world's first 2400 dpi laser.

• Micro Imaging Systems, whose optical storage systems are consistently benchmarked as the fastest available. Capacities for the Omega series range from 500 Mb to 6.5 Gb. The new Alpha series features tiny 2-inch disks, each with a capacity of 500 Mb in internal or external configurations.

• Microfine Software, whose OCR software features in-built dynamic spell-checking, 6500 words per minute operation and an accuracy level of 99.67%. The Doculext document managment system keeps track of document revisions across a network and works transparently with up to 27 popular brands of word processing and page make-up software. Doculext is used on some of the world's leading publications including Time, The Economist and Vogue magazines.

DISPLAY/ADVERTISING

Computerworld's 1994 New Zealand Computer Industry Directory will be referred to constantly by many information industry decision makers and as such will be an excellent vehicle for display advertising. Full page advertisements will qualify for a complimentary Expanded Listing.

CORPORATE PROFILES

Present your company profile in **full colour** in a two or four page format. Corporate Profiles receive complimentary listings in all three categories (Company Index, Products & Services Index and the Brands & Agencies Index). Each Corporate profile will begin with a right hand page. Reprints are available.

We will provide the services of a specialist computer industry writer and graphic artist to prepare material for you. Just supply us with up to 2 colour photographs or transparencies and brief our representative. This can be an extremely cost efficient way to produce a new company brochure.

PLUS

- 25 FREE COPIES OF THE DIRECTORY to present to your customers as an added value service.

Remember, with 1000 copies distributed outside New Zealand as well as 9000 copies within, your listing in Computerworld's 1994 Computer Industry Directory may make the difference between receiving a phone call or missing out on a major opportunity. Be certain that your company doesn't miss out. Make sure you're listed by calling Mike Oughton on 0-9-377 9902 or fax 0-9-377 4604.

RATECARD

LISTING OPTIONS

Free Listing ..... n/c

Expanded Listing $385

Enhancements

- Branch Listing (each) $70
- Logos (each) $130
- Company Statement (200 words max) $290

Feature Page Listing (mono only) $1650

(Detailing corporate philosophy, plus company and product logos. Includes complimentary Expanded Listing.)

CORPORATE PROFILES

All Profiles are in full colour with complimentary Expanded Listings in the Company, Products & Services and Brands & Agencies Indexes.

We supply the editorial and layout expertise, and you supply up to two photographs per page.

Two page profile $3,800

Four page profile $7,600

DISPLAY ADVERTISING

All display advertisements are cross referenced to the Company Index.

Full Page (26cm x 18.5cm)

Mono $1,650
Two colour $1,850
Four colour $2,250

Half page (13cm x 18.5cm)

Mono $950
Two colour $1,150
Four colour $1,350

Specified Positions

Inside Back Cover (DPS) $5,800
Inside Front Cover (DPS) $5,800
Outside Back Cover $3,800
Opp Contents $3,800

Other guaranteed positions Plus 20% (as available)
All prices exclude GST

MECHANICAL

27.5cm x 20.5cm. Printed on 90gsm gloss art. 220gsm cover. Perfect bound.

Page Formats	Depth	Width
Image area	26.0cm	18.5cm
Trimmed Size	27.5cm	20.5cm
Bleed size: full page	28.0cm	21.0cm
double page	28.0cm	42.0cm

Screen rulings: mono 100, four colour process 133.

Film: please suppy film to run on process colour forme. Wrong reading positives preferred. Please supply cromalin proof.

LISTING DEADLINE

booking/cancellation — 1 Oct 1993
material — 8 Oct 1993

DISPLAY/CORPORATE PROFILE DEADLINES

booking/cancellation — 5 Nov 1993
material — 12 Nov 1993

Display advertising only is commission bearing to accredited advertising agencies.
All listings, display advertising and corporate profiles are subject to the general terms and conditions featured on the Computerworld New Zealand Ratecard as at 1 March 1993.

Computerworld's 1994 Computer Industry Directory is published by IDG Communications, P.O. Box 6813, Auckland, 2nd Floor, 15 Augustus Terrace, Parnell, Auckland. Phone 0-9-377 9902, Fax 0-9-377 4604.

IDG COMMUNICATIONS